

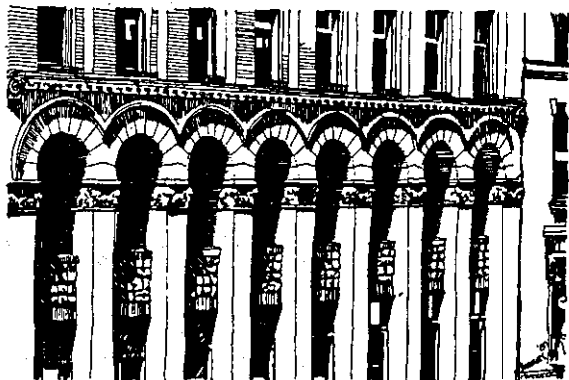
II. GOALS

This chapter includes overarching goal statements that establish the purpose of the Downtown Plan.

Comprehensive Plan

The Seattle Comprehensive Plan establishes goals for the Downtown Urban Center which provide the foundation for the Downtown Plan and the urban village neighborhood plans. Key Comprehensive Plan goals include:

- G20 Identify and reinforce concentrations of employment and housing in locations that would support and have direct access to the regional high capacity transit system.
- G33 Achieve the following 20 year growth targets in Seattle's urban centers (Downtown: 14,700 households and 62,700 jobs).
- G64 Establish in "downtown areas the broadest mix of activities and greatest intensity of development in the **region**.
- G74 Goals for the provision of open space **and** related facilities are as **follows**: (one acre of open space for every 1,000 households in each urban village **plus** one acre of open space for every 10,000 jobs in each urban village.



Overall Downtown Goals

The following Framework Goals are intended to further define the direction for downtown growth and development.

GOAL A: PRE-EMINENT REGIONAL CENTER

Maintain downtown **Seattle** as the most **important** of the region's urban centers - a compactly developed area supporting a diversity of uses meeting the employment, residential, shopping, **culture**, service and entertainment needs of the broadest range of the region's population.

GOAL B: ECONOMIC DEVELOPMENT

Economic development activities consistent with these policies shall be promoted to attract and retain businesses and to expand employment and training opportunities for Seattle area residents.

GOAL D: URBAN FORM

Public and private development shall make a positive contribution to the downtown physical environment **by**: 1) enhancing the relationship of downtown to its spectacular setting of water, hills and mountains; 2) preserving important public views; 3) ensuring light and air at street level and in public parks; 4) establishing a high quality pedestrian oriented street environment; 5) reinforcing the vitality and special character of downtown's many parts; 6) creating new downtown parks and open spaces at strategic locations; and 7) preserving downtown's important historic **buildings** to provide a tangible link to the past; and B) adequately mitigating impacts on the quality of the physical environment. resulting from more intensive redevelopment

GOAL E: CULTURE AND ENTERTAINMENT

Downtown shall be reinforced as a center of cultural and entertainment activities to foster the arts in the City, attract people to the

area, create livable neighborhoods, and make downtown an enjoyable place to be shared by all. Facilities for artists to live and work in the downtown shall be encouraged.

GOAL F: NEIGHBORHOODS

The varied character of the neighborhoods which make up downtown shall be recognized and enhanced. Actions shall be taken to **preserve** those characteristics determined desirable, counter trends that are determined undesirable and implement the adopted neighborhood plans. Development in each downtown neighborhood shall be guided by a comprehensive set of **policies** which recognizes the functional identity, relationship to surrounding **activity**, existing scale and character of development, desired changes in character, transportation capacity, and historical precedents established by the neighborhood plan.

GOAL G: OFFICE AND COMMERCIAL CONCENTRATION

The needs of a wide range of office and commercial activities shall be met by concentrating the densest office activity in a compactly developed core area bound by the government center, 1-5, the retail core and the lower intensity areas along **First Avenue**. Areas for additional concentrations of office development, along with a mix of other uses, shall bound the office core to accommodate office expansion and provide a transition with less intensive development in adjacent areas like Pioneer Square and the International **District**. Combined, these areas shall accommodate the largest share of downtown employment growth. Concentrations of office use shall **occur**: where such concentrations already exist; where adequate infrastructure exists or can be made adequate; where the existing and planned transportation system has the capacity to handle increased demand; where healthy concentrations of other desirable uses such as retail and housing will not be displaced; and **where such** ,“

concentrations are consistent with neighborhood development objectives.

GOAL H: RETAIL CONCENTRATION

The concentrated shopping **function** of the retail core shall be reinforced; the general form and scale of the area shall be **preserved**; and the area shall be protected from high **density** uses that **conflict with the primary** retail function. Other concentrations of retail activity **shall** be encouraged where they already exist or where such uses are desirable to encourage an active pedestrian environment or focal point of neighborhood activity.

GOAL 1: RESIDENTIAL AND MIXED USE
AS

Areas promoting a mix of housing, employment and related support activities shall be encouraged in a crescent surrounding the office and retail cores. Areas which are predominantly residential in character shall be fostered within the International District and Denny Regrade. To meet neighborhood development objectives and accommodate downtown growth targets for employment and housing, adopted neighborhood plans shall further define the **appropriate** mix of activities.

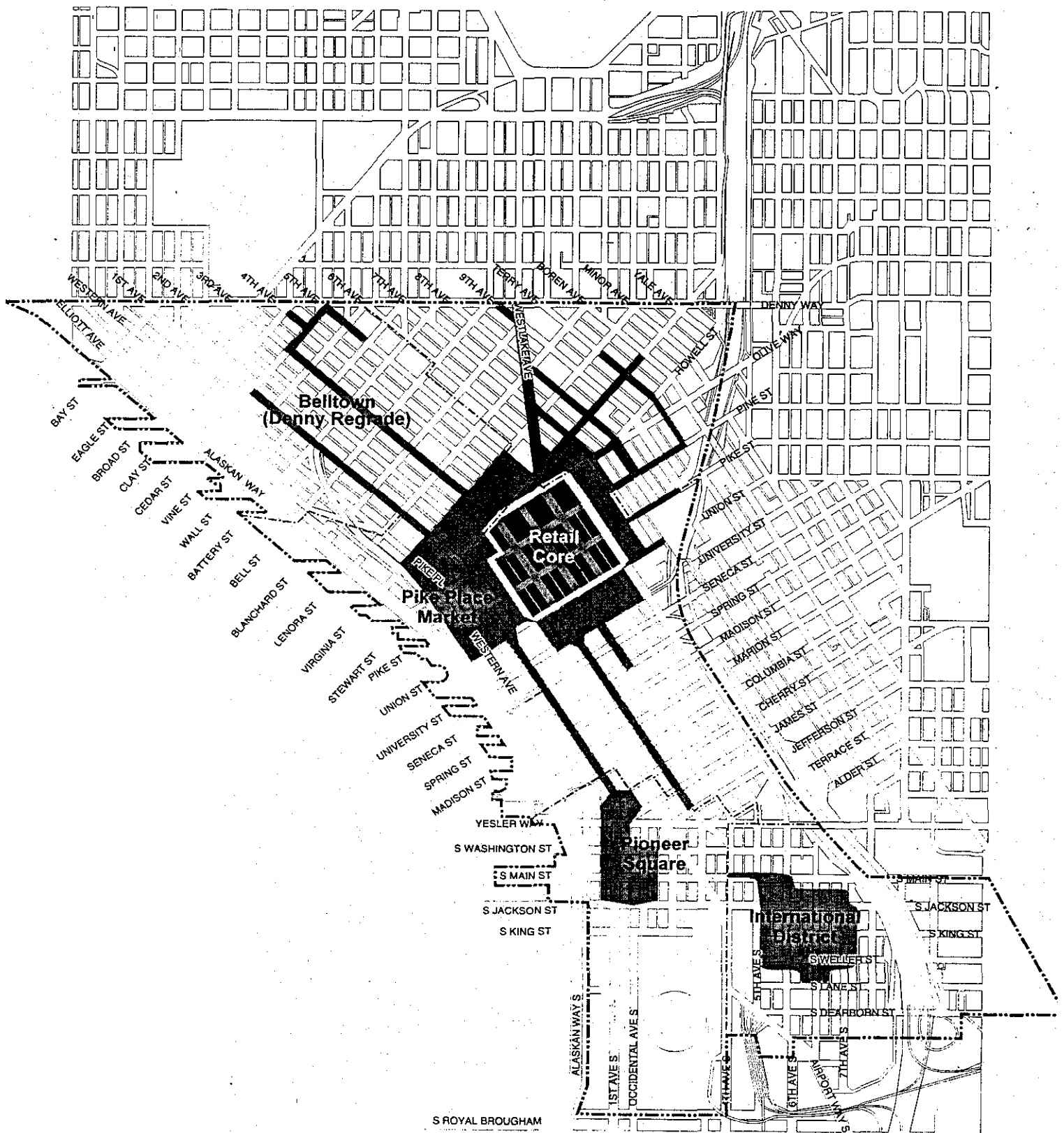
GOAL J: SHORELINE

The City shall actively work to revitalize the Harborfront in order to strengthen maritime activities and enhance opportunities for public access, consistent with the **shorelines** goals and policies established in the Comprehensive Plan Land Use Element.

GOAL K: TRANSPORTATION

Transportation improvements **shall** be planned and built to complement and reinforce desired land use patterns; growth in peak hour travel shall be accommodated primarily by transit; transit and pedestrian travel shall be encouraged as the primary means of internal circulation; and vehicular traffic passing through downtown on surface

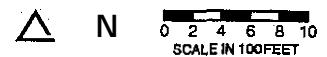
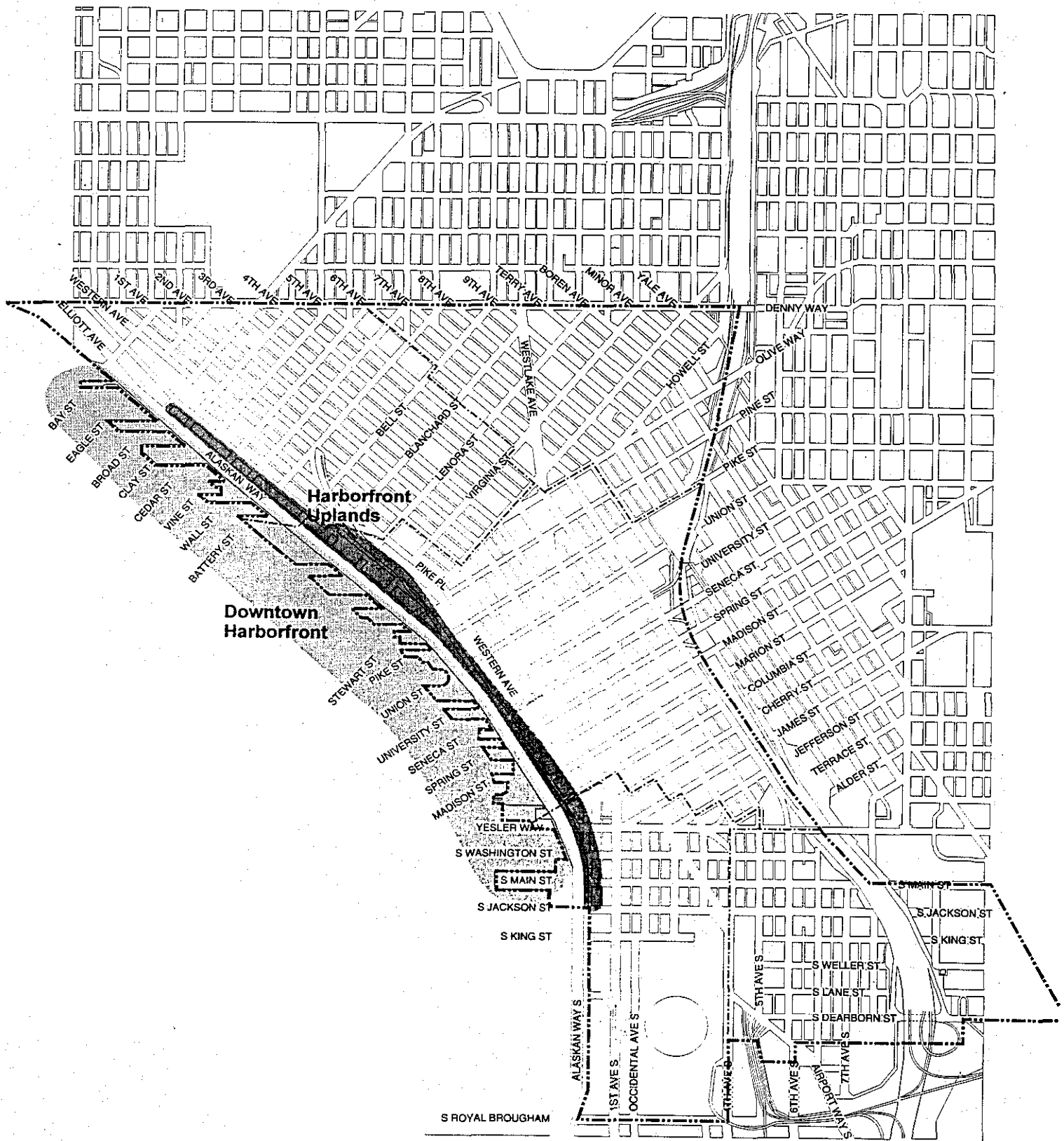
streets **with** a destination elsewhere shall be discouraged. The importance of the automobile as a means of access to downtown for non-work trips shall be recognized.



Retail Concentrations



0 2 4 6 8 10
SCALE IN 100 FEET



Shorelines

MAKERS 9803 (mapa.pdf)

GOAL L: HOUSING

Housing opportunities in downtown Seattle shall be significantly expanded for people of all income levels with the objectives of: 1) accommodating approximately 26,000 households by the year 2014 with 30,000 to 40,000 new residents; 2) at a minimum, maintaining the **existing** number of occupied low income **units**; 3) developing a significant supply of affordable housing opportunities in balance with the market resulting from the growth in downtown employment. -Housing shall be allowed in all areas of downtown except over water. Public resources and incentives for private development, including density regulations and development standards that encourage housing, shall be targeted to promote the amount and type of housing development necessary to achieve downtown neighborhood housing goals. The impact of high density commercial development on the downtown housing supply shall, in part, be addressed through density incentives in the form of floor area bonuses and the transfer of **development** rights. 4) meeting individual urban village neighborhoods' housing targets and priorities. Housing shall be allowed in all areas of downtown except over water. Neighborhoods which are predominantly residential in character shall be fostered in areas defined by neighborhood plans. Public resources and incentives for private development shall be concentrated in these target areas. The City shall establish priority programs for supporting the development of new housing serving households with incomes up to 80% of median.

GOAL M: HUMAN SERVICES

Support the provision of adequate health and human services to meet the needs of downtown residents and workers.

GOAL N: PUBLIC SAFETY

Public safety shall be promoted through conditions that contribute to a safe and friendly urban environment, including maintaining streets and open spaces as active,

well designed public places; supporting twenty-four-hour activity in a manner that minimizes conflicts among different uses; accommodating a mix of **people** from all income, age, and **social** groups; and providing for needed human services within the limits of a neighborhood's capacity to support them.

GOAL O: NEIGHBORHOODS

Five neighborhoods **shall** be recognized within the Downtown Urban Center for planning and growth monitoring purposes, including **Belltown**, the Denny Triangle, the Commercial Core, Pioneer Square and Chinatown/International District. The varied character of these neighborhoods and other distinctive areas within downtown shall be recognized and enhanced. Actions shall be taken to implement adopted neighborhood plans and to preserve desirable characteristics and counter undesirable trends, as determined by these plans.

[11. DOWNTOWN NEIGHBORHOOD (URBAN CENTER VILLAGE) GOALS AND POLICIES

- A. **Belltown**
- B. **Chinatown/International** District
- C. Commercial Core
- D. Denny Triangle
- E. Pioneer Square

NEIGHBORHOOD GOALS

The following goals define the specific intents of the downtown neighborhoods.

DENNY TRIANGLE:

Housing

- HI. A diverse residential neighborhood with a variety of housing types and an

even distribution of household income levels.

Land Use

LU1. A mixed-use neighborhood that combines commercial **office** space, **retail** sales and services, social and public services, open space, and a residential population in accordance with the Denny Triangle targets.

LU2. Develop the air rights above/at Convention Place Station in accordance with the Denny Triangle Plan.

Urban Form

UF1. A diverse, mixed-use character that provides a transit and **pedestrian**-friendly atmosphere.

UF2. Improve existing **streetscape**, to **include** open space, landscaping, public amenities and art.

UF3. Design/develop green **streets** per the Denny Triangle Plan.

UF4. Integrate "way-finding"

Transportation

T1. Reduce external transportation **impacts** while improving internal access and circulation.

T2. Provide pedestrian friendly environment to include improvements to bus stops, pedestrian crossings, etc.

T3. Integrate "way-finding" improvements.

BELLTOWN (DENNY REGRADE):

Housing

G1: A neighborhood where growth, provides a varied housing stock and a **wide** range of affordability.

G2: A neighborhood with **tools** to preserve its housing stock and prevent displacement of low and **low**-moderate income residents.

Land Use

G3: A neighborhood with a vibrant **streetscape**.

G4: A neighborhood with a mixed use character with an emphasis on residential and **small** business activity.

G5: A **Belltown** with neighborhood design guidelines and design review.

Transportation

G5: A circulation system that enables people to live, 'work, shop, and play in **Belltown** and all of Downtown without a car.

(Pedestrian Environment)

G6: A neighborhood with continued pedestrian and bicycle access to the waterfront and Myrtle Edwards Park, including at-grade access.

G7: A neighborhood with a sense of ownership and seamless transition between public and private space.

(Transit)

- G8: A neighborhood served by an efficient and easy to use transit system.

(Parking)

- G9: A neighborhood with sufficient parking to meet the needs of **Belltown residents** and businesses, and where the provision of adequate parking does not encourage people to choose car trips over other modes.

(Alleys)

- G10: A neighborhood with well designed and constructed green street improvements on designated green streets.
- G11: A neighborhood with alleys which are viable pedestrian and bicycle routes and business access points, while maintaining their function for service access.

(Green Streets)

- G12: A neighborhood with well designed **streetscapes that** enhance the character and function of **Belltown's** streets and avenues.

Community Enrichment and **Social** Services

- G13: A thriving, integrated community that takes a stewardship role in the community.
- G14: A neighborhood with a neighborhood center that provides facilities and services for neighborhood residents.

Public Safety and Neighborly Regulations.

- G15: A neighborhood where it is safe to live, work and play. "

COMMERCIAL CORE:

- G1: A major employment center, tourist and convention attraction, shopping magnet, residential neighborhood, and regional hub of **cultural** and entertainment activities.

- G2: A unique neighborhood identity for the Commercial Core.

PIONEER SQUARE:

Open Space

- G2: A community with a strong **quality** of life through public art and cleanliness.

Public Safety

- G: A community which invites pedestrian and tourist activity through a high level of civil behavior and cleanliness.

Housing

- G: A **diverse** community with a significant residential population.

Economic Development

- G: A diverse and unique community with an eclectic mix of businesses and major community facilities

Transportation and Utilities

- G: A community with an efficient transportation system that provides efficient access to sites inside and outside neighborhood boundaries.

CHINATOWN - INTERNATIONAL DISTRICT

- G1:** Thriving businesses, organizations, and cultural institutions.

Housing Diversity and Affordability

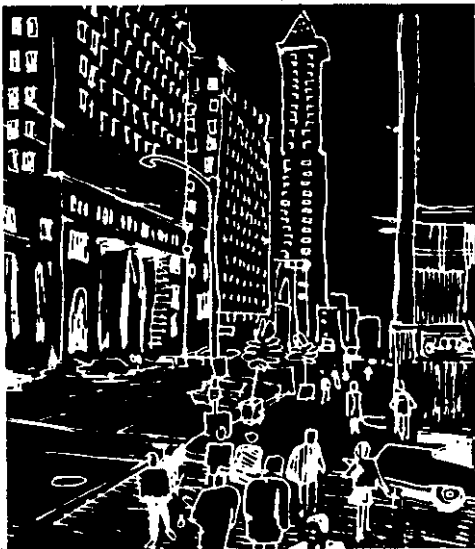
- G1:** A neighborhood with diverse and affordable housing

Safe and Dynamic *Public* Spaces

- G1:** Create Safe and Dynamic Public Spaces

Accessibility

- G:** An accessible neighborhood with transit and to the neighborhood for all transportation modes, while encouraging less dependence on cars and greater use of transit, bikes and walking.



111. NEIGHBORHOOD POLICIES

The following policies were drafted by the five downtown urban village neighborhoods to provide implementation direction for the goals listed in Chapter *II*.

DENNY TRIANGLE

Housing

- PI.** Seek an even distribution of household income levels.
- P2.** Implement bonuses, zoning, TDR programs and **City** investment to stimulate housing development throughout the Denny Triangle Neighborhood.
- P3.** Maintain a balance in the **supply** of low-income units in **proportion to the** supply of low-moderate, moderate, and market rate units in the Denny Triangle neighborhood throughout the life of the plan.

Land Use

- P1.** Consider a variety of [and use tools, including increased height **limits** and floor area ratios, TDRs design review processes, bonuses for public benefit features and exempting housing and retail space from floor area ratio to stimulate both residential and commercial development..
- P2.** Encourage a mix of low, moderate and market rate affordable housing throughout the neighborhood, incorporated into projects that mix commercial and residential development within the same projects.
- P3.** **Support** creation of “residential **enclaves**” of predominantly residential development along key green street couplets at **9th** and Terry Avenues and Bell and **Blanchard** Streets identifiable as residential neighborhoods by small parks,

improved streetscapes, retail **functions** and transportation improvements that support neighborhood residents and employees alike.

- P.4 Develop air rights over/at Convention Place Station and redevelop as a mixed-use, high density area.

Urban Form

- P1. Encourage the development of gateway markers at major entryways to the neighborhood along Denny Way.
- P2. Encourage the creation of new major open spaces, including at Westlake **Circle** and at the Olive/Howell wedge
- P3. Encourage redevelopment of small triangular parcels as neighborhood open space/parcel parks.
- P4. Designate and support the development of green streets in the neighborhood
- P5. Support redevelopment of **Westlake** Boulevard as a boulevard.
- P6. Encourage the creation of open space as part of new public projects..
- P7. Improve existing **streetscape per the** Denny Triangle Plan.



Transportation

- P1. Encourage the integration of Westlake Avenue into the neighborhood physically, aesthetically, and operationally, while maintaining its arterial functions.
- P2. Use partnerships with transit **providers to** improve the basic transit route structure, system access and connectivity and improve bus stops to better serve the neighborhood.
- P3. Seek ways to improve safety and convenience of **bicycle** travel within and through the neighborhood.
- P4. Explore ways to improve pedestrian safety and convenience along and across the **arterials** in the neighborhood.
- P5. Consider development of **traffic** improvement plans to lessen the impact of regional automobile **traffic** on the Denny Triangle neighborhood.

BELLTOWN (DENNY REGRADE)

Housing

- P1: Provide a resource to assist nonprofit developers to develop new affordable housing in the neighborhood.
- P2: Seek to preserve the exiting neighborhood **scale** and character by developing tools which encourage the retention of existing and creation of a variety of small scale development types.
- P3: Develop methods to integrate and stabilize the current population, respect neighborhood character and serves as a catalyst for the rest of the planning objective.
- P4: Support the neighborhood's identified goals for housing affordability.
- P5: Support projects that will increase artist housing.
- P6: Encourage methods to improve the effectiveness of the land use code requirement that at least 10% of units in newly constructed buildings of more than 20 **units** be provided and maintained as affordable housing to households up to 150%.
- P7: Strive to increase the amount of housing production achieved through **the** Bonus and Transfer of Development Rights Program.
- P8: Strive to preserve the existing housing stock, including older buildings, subsidized units, and affordable, unsubsidized targets.
- P9: Use a variety a tools to create and **preserve** affordable housing, such as increased funding and regulatory mechanisms (i.e. Transfer **of**

Development Rights (TDR) and **Bonus** programs.

- P10:** Develop tools for owners of existing affordable rental housing to make property improvements without having to raise **rents**.
- P11: Strive to maintain the affordability of existing federally subsidized housing.
- P12:** Create a forum for the ongoing monitoring of housing **affordability** as the market changes over time.
- P13: Develop programs to assist non-profit agencies to identify local property owners who might be willing to enter into a first-right-of-refusal agreement for sale of **their** property.
- P14:** Research and **report to** the community on housing issues related to specific sites where neighborhood input is appropriate.

Land Use

- P15:** Promote pedestrian activity through such methods as eliminating "dead spots" of street level activity.
- P16:** Provide opportunities for artists and start-up businesses through techniques such as live/work space and the temporary use of vacant "transitional" buildings.
- P17:** Promote human scaled architecture, particularly ground level retail uses.
- P18:** Increase neighborhood involvement in design review and development review.
- P19:** Strive to preserve and "enhance the intended residential character of **Belltown** by limiting the amount of off-site commercial advertising in the neighborhood.

P20: Maintain designated view **corridors**.

(Transit)

P21: Develop public/private investment strategies for a healthy business climate that attracts and supports the type of neighborhood businesses and other development desired to meet growth targets, provide jobs for residents and to attract visitors for a healthy business climate.

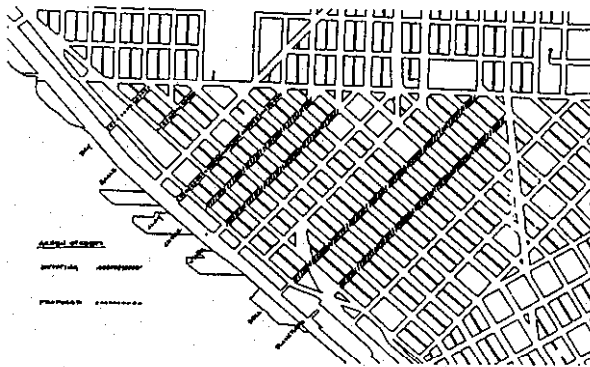
P25: Explore methods to consolidate transit service into major corridors **within** the neighborhood.

P26: Develop well **designed** and managed multi-modal hubs in **the** neighborhood.

P22: Promote opportunities for small businesses to find affordable sites within **Belltown**.

P27: **Improve** transit access to other neighborhoods, especially to Capitol Hill and the University District.

(Parking)



P28: Strive to maintain adequate levels of parking and provide additional parking in the neighborhood for residents and businesses **while** enhancing street level activities and aesthetics.

P29: Maintain **the** availability of parking in the neighborhood for **Belltown** businesses and residents.

Transportation

(Alleys)

(Overall Policies)

P30: Promote well used, safe and clean alleys.

P22: Accommodate vehicular access, egress and parking supporting residences, businesses, institutions and destinations within **Belltown**.

P31: Promote the use and sense of ownership of alleys through the consideration of tools such as naming alleys and allowing the numbering of business and residences whose entries face alleys.

P23: Manage routing and growth of vehicular traffic that uses **Belltown** as a through-corridor and mitigate neighborhood impacts.

Community Enrichment and Social Services

(Pedestrian Environment)

P33: Encourage increased communication between social service providers and the community at large.

P24: Encourage citizens to view streets as front porches; alleys as back doors, and parks (both public and private) as yards and gardens.

Public Safety and Neighborly Regulations

P34: Strive to increase participation in the **Belltown** Crime Prevention Council

and Block Watch Programs through outreach.

P35: Promote awareness of Crime Prevention Through Environmental Design (**CPTED**) techniques.

P36: Promote a safe neighborhood environment to **encourage** day/night and weekend pedestrian oriented activity.

COMMERCIAL CORE

P1: Explore revising [and use codes, public benefit bonuses and incentive programs to stimulate desirable development and **support** neighborhood goals.

P2: Encourage variety in architectural character and building scale.

P3: Strive to maintain the neighborhood's historic, cultural and visual resources.

P4: Seek to provide housing affordable to households with a range of income levels.

P5: Guide development and capital projects throughout the entire downtown area through development of a unified urban design strategy that provides a vision for new public facilities, waterfront connections, pedestrian environments, transit linkages and open spaces.

P6: Strive to take **advantage** of opportunities to **develop** new public open space, and encourage development of a system of connected green spaces and open public areas.

P7: **Use** Green Streets and open space as a means to improve urban design character and provide amenities that support growth.

P8: Seek to improve the cleanliness and **safety** of streets and public spaces.

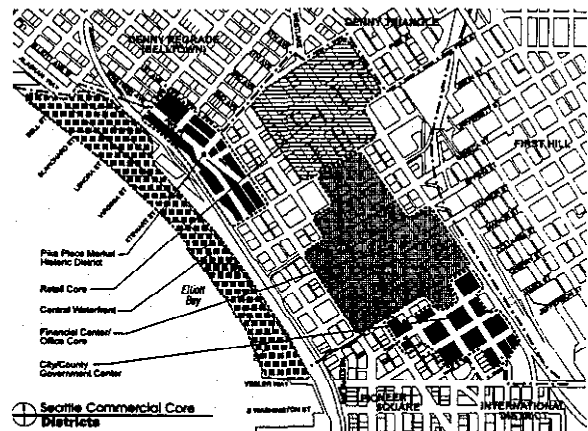
P9: Seek to improve **the** pedestrian, qualities of streets and **public** spaces.

P10: Seek to enhance pedestrian connections between the Commercial Core and other neighborhoods.

P11: Work with transit providers to promote convenient transit and public access to and through **the** Commercial Core.

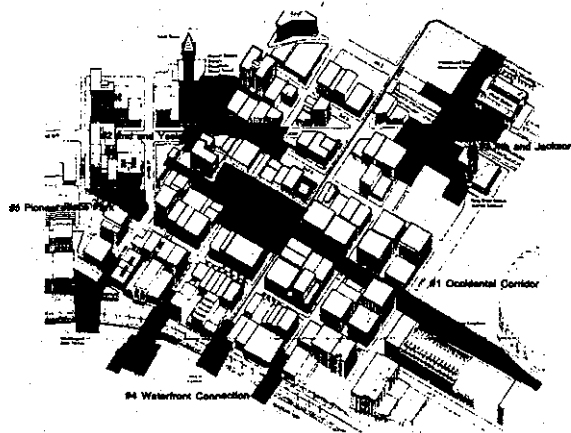
P12: Seek opportunities to improve mobility throughout the Commercial Core.

P13: Seek to increase coordination among **downtown human services providers**.



PIONEER SQUARE

Critical Areas



Open Space

- PSi:** Encourage the inclusion of an **artist** in the design of publicly funded projects.
- PS2:** Improve gardening, cleaning and maintenance of Public Spaces within the Square through the coordination of city departments and private or non-profit cleaning companies.
- PS3:** Recognize the importance of Occidental Corridor as the "center" of the neighborhood.
- PS4:** Strive to improve park areas within the Square through grant funding and technical assistance.

Public Safety

- PS5:** Maintain a high level of public behavior and civility standards through police enforcement and participation by neighborhood groups.
- PS6:** Continue to support Good Neighbor **Agreements** between existing social service providers and the neighborhood.

Housing

- PS7:** Encourage housing development through both new construction and renovation of existing structures.
- PS8:** Encourage the retention and development of **artist** live/work space.
- PS9:** Encourage the development of housing **opportunities** for a mix of incomes.
- PS10:** Encourage concurrent development of businesses necessary to support residents in new housing developments.

Economic Development

- PS11:** Recognize the Khsgdome North Lot development as a business anchor in the neighborhood.
- PS12:** Encourage coordination between development **projects**, neighborhood enterprise and the **local** labor pool - especially low-income and shelter residents.
- PS13:** Strive to maintain local access to Pioneer Square during major events.
- PS14:** Support neighborhood efforts to develop business support and communication system.

Transportation and Utilities

- PS15:** Coordinate with other responsible agencies to develop access opportunities to the neighborhood through transit and pedestrian methods.
- PS16:** Strive to improve infrastructure to accommodate increased pedestrian and traffic uses.

PS17: Strengthen coordination of **alley** improvements among **city** department and involved neighborhood groups.

PS 18: Encourage the development of a community parking program.

CHINATOWN - INTERNATIONAL DISTRICT

Cultural and Economic Vitality

P1: Support marketing activities that promote neighborhood businesses, events and cultural opportunities.

P2: Work with the Chinatown - International **District** community to develop business improvement strategies to encourage greater customer patronage to individual businesses.

P3: Encourage new business development and location within the neighborhood.

P4: Emphasize night-time activity to tap into a new market for businesses.

P5: Support development of a multi-purpose community recreation center with space for community programs and associations.

P6: Improve utility infrastructure, when appropriate, **to support community** needs.

Housing Diversity and Affordability

P1: Seek to diversify housing stock to include more moderate income and family housing.

P2: Seek additional affordable housing strategies to preserve existing **low-**income units and households.

P3: Explore resources and strategies for upgrading existings sub-standard and vacant buildings.

Safe and Dynamic Public Spaces

P1: Support specific programming to deliberately activate the parks, especially Kobe Park.

P2: Look for ways to incorporate design elements for crime prevention throughout the neighborhood, especially in parks, parking facilities and alleyways.

P3: Increase pedestrian safety by adding additional stop signs and crosswalk striping, where appropriate.

P4: Build on partnerships which can work together to provide additional pedestrian amenities such as pedestrian street lighting, street trees, street furniture and informational kiosks that enhance the pedestrian environment.

P5: Target Jackson Street, Dearborn Street and **5th** Avenue for pedestrian improvements

Accessibility

P1: Seek to reduce auto congestion at key intersections.

P2: Work with Metro and Sound Transit to **find** ways to maximize service to residents, customers and employees in the neighborhood.

P3: Improve bicycle route markings and related bicycle facilities, including bicycle racks within the neighborhood.

- P 4Increase short term **parking** opportunities within. the neighborhood.



Figure 21 Outdoor Park Activities/Chess Table